



KENTUCKY DEPARTMENT OF EDUCATION

NEWS OPPORTUNITY ADVISORY

No. 12-010

February 20, 2012

MEDIA CONTACT: Lisa Y. Gross

Office: (502) 564-2015 **Cellular:** (502) 330-5063 **E-mail:** lisa.gross@education.ky.gov

NATIONAL SCHOOL BREAKFAST WEEK IS MARCH 5-9

(FRANKFORT, Ky.) – Since 1989, schools across the United States have taken part in National School Breakfast Week ([NSBW](#)) celebrations in an effort to increase awareness of the availability of the School Breakfast Program (SBP) to all children. School breakfast is not only good for children's physical well-being, but also for their cognitive abilities. Research has shown that kids who eat breakfast score better on tests, have fewer health issues and even behave better.

This year, National School Breakfast Week is March 5-9. The Kentucky Department of Education's Division of School and Community Nutrition (SCN) invites schools to join the National School Breakfast Week advocacy by celebrating and participating in a "spirit" contest for all sponsors of the SBP.

Schools may plan festivities, then share what they've done to celebrate National School Breakfast Week. Winners will be recognized by Kentucky Education Commissioner Terry Holliday at a ceremony in Frankfort, set for April 19.

The deadline to enter is March 22. Full contest rules and entry instructions follow.

(more)

Visit our website at <http://www.education.ky.gov>.

Contest Rules

Eligible participants are all sponsoring organizations of the National School Breakfast Program, including:

- Public School District Sponsors
- Private School Sponsors
- Residential Child Care Sponsors (RCCIs)
- Military Dependent School Districts (i.e. Ft. Knox Dependent School District and Ft. Campbell Dependent School District)

Type of submissions accepted:

- a PowerPoint presentation (no longer than 10 slides) that includes photographs and text captions depicting National School Breakfast Week celebrations
- Or**
- a maximum of 10 hard-copy photographs of National School Breakfast Week celebrations and a two-page hard-copy Word document describing the photo festivities
- Contestants may only submit one entry per sponsorship in one of the above formats.

How to submit entries:

- PowerPoint presentations may be e-mailed to Jenny Fuller at jennifer.fuller@education.ky.gov no later than Thursday March 22. "NSBW Contest Entry" must be in the subject line of the e-mail.
- Hard-copy photographs and Word documents must be received by the Division of School and Community Nutrition no later than Thursday March 22. Mailed entries should be sent to:
School and Community Nutrition
Attn: NSBW Contest
500 Mero Street, 23rd Floor
Frankfort KY 40601
- Entries received after Thursday, March 22 will not be accepted. Sponsors choosing the hard-copy photo and Word document entry submission option should note that the deadline is a "receipt" date and not a "postmarked" date.

How the winners will be chosen:

- Once eligible entries are determined, staff will display the entries in the lobby area of the Capital Plaza Tower in Frankfort. KDE staff and visitors will vote for the entry they believe best depicts the spirit of National School Breakfast Week.
- Only non-SCN Kentucky Department of Education employees and visitors with no relation to contestants will be eligible to vote.
- Votes will be tallied on Wednesday, March 28.
- Winner will be announced Thursday March 29.
- Three winners will be chosen.

The Prize:

- Winners will be invited to a recognition ceremony hosted by the Division of School and Community Nutrition. Kentucky Education Commissioner Terry Holliday will present a Certificate of Excellence to each winner on April 19 at 1:30 p.m. ET.

Additional Guidelines:

- Entries must be by sponsorship and not by school. In their entries, Child Nutrition directors are encouraged to submit as many schools as possible that participated in the festivities that best depicted the spirit of the celebration.
- Sponsors may develop their own themes for National School Breakfast Week celebrations, or they can follow the School Nutrition Association- (SNA) developed theme of "School Breakfast – Go for Gold." Information regarding the SNA theme, including the toolkit can be found at http://www.schoolnutrition.org/Level2_NSBW2012.aspx?id=15458.
- Any additional questions about the contest can be sent to Jenny Fuller at jennifer.fuller@education.ky.gov, or call (502) 564-5625.